

Founding Analyst Recruitment Package

A complete strategic playbook for recruiting verified sports analysts onto PSL Marketplace. Use these copy blocks for X, YouTube, TikTok, Discord, DMs, and 1:1 outreach.

Phase	Founding Analyst Recruitment
Platform URL	marketplace.primestatlab.com
Application URL	marketplace.primestatlab.com/become-an-analyst
Tiers	Verified → PSL Pro → PSL Elite
Cohort offer	Complimentary PSL Pro during beta + grandfathered pricing after launch
Trust pillar	Hash-locked, immutable record on every pick (SHA-256 + timestamp)
Public asset	Every analyst owns a /analyst/[username] page with ROI chart + followers

01 — THE ONE-LINER

Use Everywhere — Bio · Banner · Captions

“PSL Marketplace is where verified sports analysts build a public, immutable track record — and finally get paid like creators, not capper accounts.”

Drop it in X bios, YouTube banner subtitles, TikTok captions, podcast intros, Linktree headers.

02 — WHAT PSL ACTUALLY IS (ELEVATOR PITCH)

PSL Marketplace is a **verified analytics creator platform** for sports analysts. Not a sportsbook. Not a casino. Not a guru site.

Every pick an analyst posts is **locked at publication with a SHA-256 hash and immutable timestamp** — no one can secretly delete a loss, edit history, or fake a record. The platform exposes their **public ROI graph, win rate, units, and verified record** at [marketplace.primestatlab.com/analyst/\[their-handle\]](https://marketplace.primestatlab.com/analyst/[their-handle]).

Buyers pay to unlock single picks or subscribe monthly. Analysts get paid automatically via Stripe Connect. The better an analyst performs, the better their economics get (tier ladder).

It's TradingView meets a verified creator economy — for sports.

03 — THE PUBLIC HOOKS (LEAD WITH IDENTITY, NOT MONEY)

These lines convert. They lead with status / identity / proof — not splits.

HOOK 1 — Identity

“You’ve been posting picks on Twitter for years with no verified record. PSL gives you a permanent, public profile with a verified track record nobody can question. Stop screenshotting parlays. Build a reputation.”

HOOK 2 — Trust

“The biggest problem in sports analytics? Anyone can claim 70% on a screenshot. PSL solves that. Every pick is hash-locked the moment it goes live. Your record is finally yours — and it’s bulletproof.”

HOOK 3 — Career

“PSL isn’t a tip sheet. It’s a career platform. Verified profile, ROI chart, follower count, pick history, public proof. Build it once, own it forever.”

HOOK 4 — Founding

“We’re in our Founding Analyst phase. First wave gets complimentary Pro features during beta, grandfathered pricing after launch, and the gold Founding badge. After beta, this disappears.”

HOOK 5 — Audience

“We bring the traffic. You bring the picks. PSL handles the payments, the verification, the buyer trust, the marketplace. You just analyze.”

04 — WHAT EVERY ANALYST GETS (PUBLIC — USE FREELY)

Verified Analyst Tier — Free, the moment approved

- A public verified profile at `/analyst/[their-handle]` shareable anywhere
- Immutable hash-locked picks — no one can dispute their record, ever
- Interactive ROI chart showing cumulative units over time
- Win rate, units, streak, edge scores — all displayed publicly
- Followers system to build their audience
- Custom accent color, avatar, bio, philosophy, social links (X · YouTube · Discord · Telegram)
- Direct marketplace listing — buyers find them through PSL’s traffic
- Verified Analyst badge + entry into the leaderboard
- Stripe Connect onboarding — automated direct deposits, no platform delays
- Dynamic OG metadata — beautiful preview cards on X / Discord when shared

Founding Analyst Bonus — Limited, Beta Only

- Complimentary PSL Pro access during beta (grandfathered Founding pricing after launch)
- Permanent Founding Analyst badge (gold sparkle, distinguished forever)
- Early access to every feature we ship
- Priority placement consideration as we scale

The Career Ladder (publish this — it's powerful)

- **Verified** — entry-level (apply free, build the record)
- **PSL Pro** — bulk uploads, advanced analytics, pick scheduling, subscriber exports, enhanced branding, AI write-ups (rolling out)
- **PSL Elite** — homepage featured, leaderboard priority, animated badge, daily digest priority, sponsorship access, analyst spotlight — **invite only, cannot be purchased**

05 — WHAT NOT TO SAY PUBLICLY (GATE UNTIL APPLY)

Keep these in private DMs / 1:1 calls / inside the app after approval:

- Exact platform fee splits — don't lead with these, they're a closing detail
- Monthly Pro upgrade price — only show it once they're in
- Stripe Connect mechanics
- Internal admin / lifecycle tools
- Beta analyst counts (until you have a flex-worthy number)

If pressed publicly, say: **“Better than industry standard, locked in for Founding Analysts. We'll walk you through the economics on a call.”**

YouTube Video Description

■ PSL Marketplace is recruiting Founding Analysts.

We're building the first verified analytics platform for sports analysts — every pick is immutable, every record is public, every analyst gets a creator-grade profile page.

Founding Analysts get:

- Complimentary Pro tier during beta — grandfathered pricing after launch
- Permanent Founding badge
- Public verified profile + ROI chart + follower system
- Automated direct payouts via Stripe
- Early access to every new feature

Apply here → marketplace.primestatlab.com/become-an-analyst

Built for analysts who want a real career — not another anonymous Twitter handle.

#SportsAnalyst #VerifiedPicks #PSL #SportsBetting

X / Twitter Pinned Post

Founding Analyst applications are OPEN.

PSL Marketplace is the first sports-analytics platform where every pick is hash-locked, every record is public, and every analyst gets a creator profile.

Verified profile. Public ROI chart. Immutable timestamps. Automated payouts.

Apply → marketplace.primestatlab.com/become-an-analyst

First wave gets complimentary Pro tier during beta. After beta, this offer closes.

X Thread (5 tweets)

[1/](#) The problem with sports analytics in 2026:

Anyone can screenshot a +500 parlay.

Anyone can delete a losing pick.

Anyone can claim 70% with zero proof.

Buyers don't trust analysts. Analysts can't build careers.

We're fixing it.

[2/](#) Meet PSL Marketplace.

Every pick is **locked at publication** with SHA-256 + immutable timestamp.

You CAN'T edit history.

You CAN'T delete losses.

Your record is publicly verifiable forever.

Buyers finally trust the numbers. Analysts finally get credit.

3/ What every Verified PSL Analyst gets — FREE:

- Public profile @ /analyst/[your-handle]
- Interactive ROI chart
- Win rate / units / streak / edge scores
- Followers, bio, social links, custom branding
- Automatic Stripe payouts
- Verified marketplace listing

4/ The Career Ladder:

- Verified Analyst (apply free)
- PSL Pro (earn it or upgrade — bulk tools, advanced analytics, scheduling)
- PSL Elite (top tier, invite-only — homepage featured, animated badge, sponsorship access)

Better performance = better economics. Period.

5/ We're in the Founding Analyst phase. RIGHT NOW.

First wave gets:

- Complimentary Pro tier during beta (grandfathered pricing after launch)
- Permanent gold Founding badge
- Early access to every new feature

Apply → marketplace.primestatlab.com/become-an-analyst

The window closes after beta.

TikTok / Reels — 30-Second Hook Script

[On screen: dark terminal aesthetic, ROI chart bouncing]

"Every sports capper online has the same problem."

[Cut to fake parlay screenshot, slap a red ■]

"Anyone can fake a record."

[Cut to PSL profile page on screen]

"PSL Marketplace fixes it. Every pick locked with a hash the second you publish. Public ROI chart. Verified profile. Followers. Real payouts."

[Cut to your face]

"If you actually win, this is for you. We're recruiting Founding Analysts — complimentary Pro during beta. Link in bio. The window closes after beta."

Cold DM Template (X)

Hey [name] — saw your [recent good pick / breakdown / thread]. Real edge.

Quick pitch: I'm running a Founding Analyst recruitment for **PSL Marketplace** — verified analytics platform where every pick is hash-locked at publication. Public ROI chart, automated payouts via Stripe, your own profile at /analyst/[handle].

Founding wave gets complimentary Pro tier during beta + grandfathered pricing after launch + permanent badge. After beta this closes.

Not asking for anything — just want to put it in front of analysts who already have real records. Want a 5-min look?

→ marketplace.primestatlab.com/become-an-analyst

Discord / Slack Outreach (Capper Communities)

■ Sup [community]. I'm running **PSL Marketplace** — verified analytics platform launching with a Founding Analyst program right now.

Quick on the differentiation: every pick gets a SHA-256 hash + immutable timestamp at publication. Buyers can verify your full record forever. No screenshot wars, no edited history. You build a real, public, defensible track record.

What Founding Analysts get:

- Complimentary Pro tier during beta (grandfathered after launch)
- Permanent Founding badge
- Public profile + ROI chart
- Automatic Stripe payouts
- Early access to everything we ship

If anyone here actually wins picks long-term, this is built for you.

Apply → marketplace.primestatlab.com/become-an-analyst

Happy to answer Qs in DMs.

07 — THE WHY-NOW URGENCY LINES

Use naturally. Don't stack them.

- *"Founding Analyst program is open RIGHT NOW. After beta closes, you'll be paying for Pro like everyone else."*
- *"The first 50 verified analysts get permanent founder status. We're already filling the roster."*
- *"Twitter screenshots don't build careers. PSL profiles do. Get yours locked in early."*
- *"You're either building your record on a platform that proves you, or you're shouting into the algorithm. Pick one."*

08 — WHERE TO HUNT FOR ANALYSTS

Platform	Approach
X / Twitter	Search "+10u", "+15u", "verified record", "ROI" — filter to accounts with 1K-50K followers (real analysts, not influencers).
Reddit	r/sportsbook, r/sportsbetting — comment thoughtfully on stats threads; let the bio link speak.
Discord	Capper-community servers, free-pick channels (DM mods first, don't blast).
YouTube comments	Under big handicapping channels — drop value comments + bio link.
TikTok	Search "sports picks", "NBA props" — message creators with traction.
Telegram	Capper groups (be careful — get vetted first; many are spam-heavy).

09 — THE BETA / TEAM-PLAYER ANGLE

*"We're not just recruiting analysts to post picks. We're recruiting **founding team members** who help shape the platform. Feedback during beta = direct line to me + influence on every feature we ship. If you've ever wanted to help build the analytics platform you wish existed — this is your shot."*

Converts the people who aren't huge yet but are passionate. They become your loudest advocates.

10 — THE CLOSING MOVE

When someone is on the fence, hit them with:

"Look — you can keep posting picks on Twitter and hoping someone screenshots your wins. Or you can spend 5 minutes setting up a Founding profile here, lock in complimentary Pro tier during beta, and start building a real record. Worst case: you have a verified profile to show. Best case: you build a career."

Then send the link. Don't over-explain.

TL;DR — YOUR STRATEGIC EDGES

Edge	Why It Wins
Hash-locked picks	Trust moat nobody else has
Founding Analyst offer	Limited-time scarcity that actually matters
Public profile + ROI chart	A portable, shareable asset they own
Tier ladder with status rewards	Career progression, not just transactions
You bring traffic, they bring picks	Lower friction than telling them to build their own audience from zero

Lead with identity and proof. Sell status and career. Keep splits private until they're in. Push the Founding window urgency hard.

You're not selling a website. You're selling **a verified career on a platform that didn't exist 6 months ago.**

Go close.